



City of Rockville

MEMORANDUM

December 4, 2012

TO: Sign Review Board Members

FROM: Tamara Dietrich, Zoning Inspector

SUBJECT: Application for the December 12, 2012 meeting

SRB2013-00545 – 130 Rollins Avenue, Suite H-2, Modern Smiles

This modification application is for two building signs that do not meet the sign concept plan for the center. The current comprehensive sign plan for Rollins Ridge calls for cast aluminum letters, maroon in color, text font to be Times New Roman and national chain signage allowed (with owner's and Sign Review Board approval) in accordance with their national prototype and within their allowable square footage.

Rollins Ridge is a mixed use development with residential units above commercial/retail units on the ground floor. Modern Smiles proposed signs are pin mounted letters in black and white with a blue background color under the text of "smiles". The previous tenant at this address was granted a sign modification for a multi-colored sign and one other current tenant in the center has a sign modification. The owner of the property has approved the proposed signage.